



WASATCH COUNTY TOURISM PROFILE

| County Indicator | 2004 | 2005 | 2006 | % Change 2005-2006 | State Ranking |
|--|-----------|-----------|-----------|-----------------------|------------------|
| DEMOGRAPHIC | | | | | |
| Population | 19,177 | 19,999 | 21,053 | 5.3% | 13 |
| Total Non-Ag Employment | 5,269 | 5,747 | 6,485 | 12.8% | 16 |
| Non-Ag Avg Monthly Wage | \$2,145 | \$2,212 | \$2,316 | 4.7% | 16 |
| Per Capita Income | \$22,173 | \$23,632 | \$24,821 | 5.0% | 12 |
| Unemployment Rate | 5.4% | 3.9% | 3.1% | -20.5% | 16 |
| SPENDING & EMPLOYMENT | | | | | |
| Spending by Travelers (Millions) | \$62.1 | \$70.1 | \$85.9 | 22.5% | 11 |
| Travel & Tourism Related Employment | 1,226 | 1,334 | 1,636 | 22.6% | 11 |
| TOURISM TAX REVENUES (000s) | | | | | |
| Local Tax Revenues from Traveler Spending | \$2,079.6 | \$2,375.6 | \$2,919.8 | 22.9% | 11 |
| Transient Room Tax | \$208.2 | \$253.3 | \$354.5 | 40.0% | 11 |
| Restaurant Tax | \$200.6 | \$206.1 | \$234.7 | 13.9% | 13 |
| Car Rental Tax | -- | -- | -- | -- | -- |
| Gross Taxable Retail Sales (millions) | \$190.1 | \$226.5 | \$274.3 | 21.1% | 15 |
| REGIONAL VISITATION COUNTS | | | | | |
| I-80 UT/WY Traffic Count | 4,480,375 | 4,557,025 | 4,609,950 | 1.2% | |
| SR-40 UT/CO Traffic Count | 633,275 | 657,000 | 675,250 | 2.8% | |
| Skier Days at Utah Resorts | 3,429,141 | 3,895,578 | 4,062,188 | 4.3% | |
| Wasatch Mountain S.P. | 843,772 | 915,963 | 412,283 | -55.0% | |
| Deer Creek S.P. | 202,740 | 209,149 | 355,003 | 69.7% | |
| Utah Lake S.P. | 166,211 | 252,565 | 265,271 | 5.0% | |
| Jordanella S.P. (2 Locations) | 166,457 | 235,145 | 198,592 | -15.5% | |
| Timpanogos Cave N.M. | 105,217 | 105,012 | 106,870 | 1.8% | |
| Rockport S.P. | 184,504 | 172,783 | 117,683 | -31.9% | |
| Starvation S.P. | 106,366 | 51,957 | 54,398 | 4.7% | |

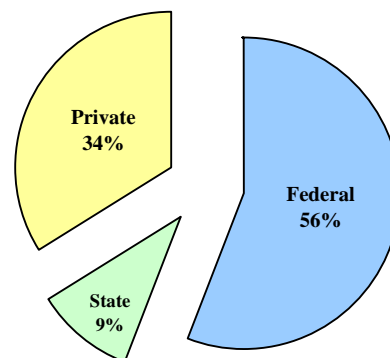
| Land Ownership - 2006 | | No. of Acres | % Total |
|-------------------------------|--|----------------|---------------|
| Total Acres in County | | 750,565 | 100.0% |
| Federal Government | | 419,798 | 55.9% |
| BLM | | 3,283 | 0.4% |
| US Forest Service | | 416,515 | 55.5% |
| National Park Service | | -- | -- |
| National Wildlife Refuge | | -- | -- |
| Other • | | -- | -- |
| State Government | | 77,023 | 10.3% |
| Utah State Parks & Recreation | | 22,883 | 3.0% |
| Utah State Wildlife Reserves | | 37,143 | 4.9% |
| State Trust Lands | | 16,997 | 2.3% |
| Other •• | | -- | -- |
| American Indian | | 2,723 | 0.4% |
| Private* | | 254,064 | 33.8% |

• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

*May include some local government land

Land Ownership - 2006



Wasatch County Tourism Profile

